

THE SPOTLight

News From Councilmember Sherri Lightner

City of San Diego, District One

September 7, 2011

La Jolla Village Merchants Association Hires Executive Director

On Aug. 10, Sherri helped introduce Rosemary Murrieta as the new executive director of the La Jolla Village Merchants Association.

In her new role, Murrieta will work to cement La Jolla's reputation as a premiere destination for visitors and locals alike.

Sherri, who was instrumental in helping form the new Merchants Association, pledged to help local businesses as they work to revitalize the Village.

"I look forward to partnering with Rosemary and the merchants to make the Village all it can and should be," Sherri said.

Murrieta, former director of special events for Downtown Boulder, an award-winning business improvement district in Colorado, said she welcomed Sherri's help.

Murrieta's first projects include working with the City to fix street lights, upgrade landscaping and flower baskets and repair sidewalks.



Sherri with Rosemary Murrieta (right) and La Jolla Village Merchants Association officers.

Public Safety: Fill the Fin

On Aug. 12, Sherri joined Council President Tony Young and San Diego lifeguards to announce the first annual "Fill the Fin" fundraising drive.

From Aug. 12-19, lifeguards hit the beaches to ask people to stuff swim fins with cash to help pay for much-needed swim instruction for inner city children and to spread the word about the importance of water safety.

"As good as our lifeguards are — and they are very good — water safety is everyone's responsibility," Sherri said.



Sherri asks beachgoers to "fill the fin" and gives some tips on water safety, too, at the press conference announcing the campaign.

Environment: Comprehensive Water Policy

When Sherri joined the City Council, she soon realized that it was without an up-to-date, comprehensive water strategy.

So Sherri decided to create one, establishing a blueprint to make sure that San Diego will be in control of its water destiny.

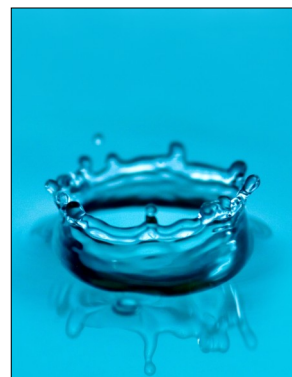
To do that, Sherri has met and received input from more than 25 different groups, ranging from the

San Diego Chamber of Commerce to San Diego Coastkeeper to the Independent Rates Oversight Committee.

She also worked closely with the Mayor and City Attorney to craft a document incorporates a variety of long-term solutions, including:

- Conservation
- Desalination
- Advanced Water Treatment
- Recycled Water
- New Technologies
- Regional Solutions

"Right now we depend too much on water that is imported," Sherri said. "We need to find and use local sources and focus on conservation."



Electric Car Sharing Comes to San Diego

In August, Sherri along with her City Council colleagues voted unanimously to implement an innovative car-sharing pilot program.

Through a two-year partnership with car2go, the City will make two-seater cars available for sharing in such neighborhoods as Mission Bay, Downtown,

Hillcrest and North Park.

The deal makes San Diego the first city in the country to have an all-electric car-sharing fleet.

Renters will be able to find available cars via their cell phones and rent them on a per-minute basis. They would then return them to a designated area.

Some curbside parking will be set aside for the cars and the City will be

reimbursed for any lost parking revenue.



Working for You in the Community

Here are some of the highlights of what Sherri has been working on for you:

It has been a busy summer in District 1 with a lot of repairs taking place. Potholes have been filled, street lights fixed and sidewalks repaired.

Here is a rundown of some of those fixes:

Potholes

- 1025 Scarlati Drive
- 1005 Solymar Drive
- Carmel Mountain Road at Rancho Peñasquitos Drive
- Nautilus Street at West Muirlands Drive
- Bothe Avenue at Stresemann Street
- Via Mallorca between La Jolla Garden Condominiums and La Jolla Village Square Shopping Center
- 5836 La Jolla Mesa
- Avenida de la Playa at every intersection
- 4102, 4189, 4197, and 4219 Avati Drive
- Eads Avenue and Silver Street
- 7905 El Paseo Grande
- 1606 Kearsarge Road
- Genesee between the 52 and La Jolla Village Drive
- La Jolla Village Drive between I-5 and Regents Road

- Torrey Pines Road at Ivanhoe
- Cardeno Drive before La Jolla Scenic Drive South

Street lights and traffic signals

- Light on during the day fixed at 5965 Agee St.
- Flickering street light fixed at 2535 San Clemente Terrace
- Faulty traffic signal timing fixed at Genesee and east-bound on-ramp for the 52
- Traffic signal obscured by overgrown bush fixed at intersection of Governor Drive and Agee Street

Sidewalk and other repairs

- Various sidewalks repairs along Silverado
- Downed traffic sign fixed at 3585 Governor Drive
- Striping repainted at intersection of Governor Drive and Genesee

If you need repairs in your neighborhood, call Sherri's office at (619) 236-6611 or email sherrilightner@sandiego.gov. Her staff is here to help.



On Aug. 18, Sherri joined fellow Councilmember Todd Gloria on the inaugural run of the historic "Silver Line" trolley, a vintage trolley from the 1940s. San Diegans will be able to ride the downtown trolley line on weekends and holidays. For more information, visit www.sdvintagetrolley.com.

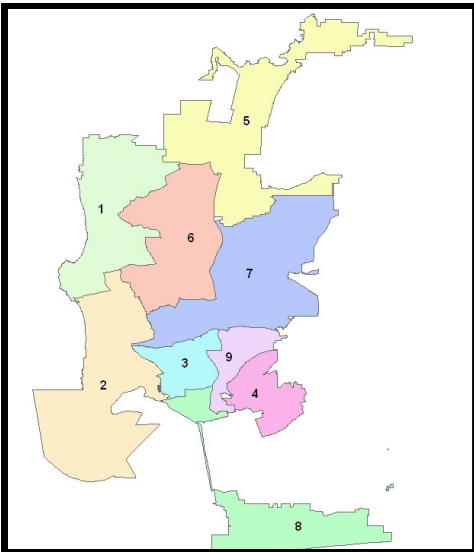


On Aug. 3, Sherri celebrated the La Jolla Music Society and the 25th Anniversary of SummerFest. Over the years, SummerFest has brought more than 1,250 artists and ensembles to entertain more than 125,000 people, and 30 works have been commissioned.

Redistricting News

After more than 10 months of public outreach and hours upon hours of deliberation, the City's Redistricting Commission approved the final map for the newly configured Council districts on Aug. 25.

Because Council District 1, which Sherri serves, was the largest district, its boundaries needed to change to account for its population growth as well as accommodate a new ninth Council District.



Final map of the new City Council districts.

As part of that redistricting, District 1 now consists of the communities of:

- Carmel Valley
- Del Mar Heights
- La Jolla
- La Jolla Village
- North City
- Section of Pacific Beach included in the La Jolla Planning area
- Section of Sorrento Valley included in the University City Planning area
- Torrey Pines
- Torrey Pines Preserve
- University City

The total population of the new District 1 will be 147,375 people, and 96 percent of the population that will be included in the new district is in-

Sherri in the Summer



Sherri at the 30th Annual Banana Split on Aug. 6 at Standley Park in University City with Jorgen Heimburger, who along with his wife, donated the ice cream.



Sherri toured the City's Advanced Water Purification Facility on Aug. 4.



Sherri along with Mayor Sanders recognized Assistant Chief of Police Bob Kanaski for his years of service to the City on Aug. 2.



Sherri at the Walk Out Ceremony for Assistant Chief of Police Kanaski on Aug. 4.

cluded in the current District 1 boundaries.

The communities of Black Mountain Ranch and Rancho Peñsaquitos are in new districts, however.

Black Mountain Ranch will be in the redrawn District 5 and Rancho Peñsaquitos will be split between the new District 5 and the new District 6.

Rancho Peñsaquitos residents who live north of State Route 56 and east of the San Diego Aqueduct will be in District 5. Those south of the 56 and

west of the Aqueduct will be in District 6.

As it stands now, Sherri will continue to represent those areas until after the 2012 election. Constituents in Black Mountain Ranch and Rancho Peñsaquitos should continue to contact Sherri's staff with any questions or concerns about their neighborhoods.

Although not every community was happy with the end result, Sherri wants to thank the Redistricting Commission for their dedication and commitment to the process.

Sherri Receives Lifeguard Award

On Aug. 22, Sherri was recognized by San Diego Lifeguards for her efforts to improve water safety at local beaches.

Since taking office, Sherri has worked to:

- Fund improved lifeguard staffing and training
- Restore lifeguard service at Black's Beach
- Build and renovate lifeguard stations throughout District 1

Sherri believes it is imperative that San Diego's lifeguards have the proper training and facilities to do what they do best — save lives.



Sherri and UC San Diego Chancellor Marye Anne Fox receive awards for their "tireless efforts and commitment to water safety and the ocean rescue lifeguards of San Diego." They were recognized at the Annual San Diego Lifeguard Dinner.

Want to make a difference in San Diego?

One of the best ways is to volunteer for one of the City's many boards or commissions. Please visit the City's [website](#) to find out more, and contact us if you are interested.

Another option is to serve on a community planning group. To find out about what these groups do and how to join, visit the City's Planning Division [website](#).

Click on the map on our [website](#) to find out about the community groups in your neighborhood.

Your Community Representatives

If you have a concern or question about an issue in your neighborhood, please contact our constituent services representative or your community representative. We're here to help!

Torrey Hills / Constituent Services (street repairs, water leaks, traffic issues, code compliance, etc.)

Janie Hoover jmhoover@sandiego.gov (619) 236-6611

La Jolla

Erin Demorest edemorest@sandiego.gov (619) 236-6611

Black Mountain Ranch / Rancho Peñasquitos / Torrey Highlands

Stephen Heverly sheverly@sandiego.gov (619) 236-6611

Torrey Pines

Mo Kantner mkantner@sandiego.gov (619) 236-6611

University City / UCSD

Jesse Mays jmays@sandiego.gov (619) 236-6611

Carmel Valley / Pacific Highlands Ranch / Del Mar Mesa

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